

## WHAT IS CLAIMED IS

1. A system for collecting data through the Internet, with the system characterized by the inclusion of a means for producing or arranging personal-life information/advice in a question-and-answer format that includes a plurality of questions for obtaining desired data requested by businesses and other organizations; a means for supplying personal-life information/advice to an individual user, who can receive the information at any time; a means for selecting the aforementioned desired data from an individual user's answers to a plurality of questions when obtaining that user is obtaining personal-life information/advice; and a means for supplying the desired data to the appropriate business-user.

2. A data-collecting system, as claimed in Claim 1, in which the system particularly includes a computer system that includes a set of databases and a central processing unit,

with the set of databases including a personal-life information/advice database, in which a plurality of personal-life information/advice (for example, divination) is recorded; an individual-users database, in which each individual user is registered and in which are recorded personal data such as the user's name, gender, address, telephone number, and so on, in order for the user to be able to access the personal-life information/advice, as well as such other data as the user's access counts and answers to a plurality of questions that were inserted into the personal-life information/advice; a business-users database, in which businesses and other organizations are registered in order for them to be able to request that specified desired data be obtained; a data-requests database in which are recorded a plurality of items or subject areas concerning which requests for data have been made by business-users; and a financial records database, in which are recorded various financial records, including credits due to individual users and business-users in connection with the use of this system; and

the central processing unit containing a means of recording the names and identification numbers of users in the individual-users database and business-users database, upon receipt of a signal, sent through the Internet, from the terminal computer of an individual

user or business-user requesting status as a user; a means of receiving a request from a terminal computer of an individual user and of transmitting to that user from the personal-life information database suitable personal-life information/advice (for example, divination) that is selected according to the interests of that individual user; a  
5 means of recording into the data-requests database the business-users' requests for data to be obtained upon receipt of a request from a terminal computer of such a business-user; a means of referring to the data-requests database and selecting the type of data to be obtained, thereby to formulate questions to be inserted into the personal-life information/advice being provided to individual users; a means of recording  
10 and storing in the individual-users database individual users' answers to the questions in the personal-life information/advice, upon receipt of a user's answers to those questions; a means of accessing the individual-users database and the data-requests database so as to analyze the totality of data accumulated in the individual-users database in order to prepare appropriate research-results reports to be transmitted to the terminal computers of the business-users; and a means for maintaining in the  
15 financial records database a variety of financial records, including fees to be imposed on individual users or business-users for the use of this system.

a 3. A data-collecting system, as is claimed in Claim 1 ~~or 2~~, in which the system includes a means for paying to individual users the remuneration previously provided for by the  
20 business-users for responding to requests for data.

a 4. A data-collecting system, as is claimed in Claim 1 ~~or 2~~, in which the personal personal-life information/advice mentioned above includes information concerning premiums or prizes being offered to users by a business or other organization.

a 5. A data-collecting system, as is claimed in Claim 1 ~~or 2~~, in which an individual-user's  
25 terminal computer is a portable telephone or other type of terminal.

6. A data-collecting system, as is claimed in Claim 1 ~~or 3~~, in which the contents of research questions comprise a first question unit that has a keyword by which the personal-life information/advice that relates to the everyday personal life of the individual user is automatically selected; a second question unit for obtaining the user's

opinions relating to the user's living area; and a third question unit that matches the user's opinions, evaluations, impressions, knowledge, and so on, with the data requests of business users; whereby the user can select at least one of question to be answered from plural alternative questions.

- 5 7. A data-collecting system, as is claimed in Claim 5, in which a means for collecting data can also distribute suitable personal-life information/advice to a user on the basis of the accumulated data-collecting results or the user's answer, selected from among plural alternatives, to questions, when data is collected using the data-collecting system.

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